

## Participation Marketing Unleashing Employees To Participate And Become Brand Storytellers

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Participation Marketing: Unleashing Employees To Participate And Become Brand Storytellers by Michael Brito was an interesting look at how company's can increase their revenue and brand awareness through encouraging employees to post about their company on social media.

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Participation Marketing will convince business leaders to think hard about employee advocacy as a channel that has many positive business outcomes. Internally, it will engage employees and make them feel part of something bigger, which will naturally result in employee satisfaction, retention and an increase in productivity.

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Participation Marketing: Unleashing Employees To Participate and Become Brand Storytellers addresses the pieces of planning, buy-in, launching, proving ROI, and maintaining such programs, which most miss. Most employee advocacy programs fail due to lack of planning. It's not as easy as asking employees to share your stuff.

~~Participation Marketing: Unleashing Employees to ...~~

Participation marketing happens online and offline, on blogs, at events, in grocery store lines, and through social media. At the heart of participation marketing is engagement, and Marketo outlines five guiding principles for engagement marketing. It says that brands and marketers should look to connect with audiences:

~~What Is Participation Marketing? See Top 10 Brand Examples~~

Participation marketing : unleashing employees to participate and become brand storytellers. [Michael Brito] -- "This book will help business leaders think strategically about employee advocacy as a new channel to market and will show them how to develop trusted brand messages.

~~Participation marketing : unleashing employees to ...~~

Organizations benefit from being viewed as transparent, open and human, and one of the best ways of achieving this is through authentic employee advocacy. Participation Marketing takes a detailed look at the benefits that arise when employees are fully subscribed to a brand's ethos, and how this can be used to magnify a brand's voice. After all, it's likely that every individual employee of a company now has several hundred unique social media connections, if not more.

~~Participation Marketing—Kogan Page~~

It's not about training your employees to parrot your company's message. It's about building passion around your company's brand and its purpose - and shaping your company's culture such that it empowers your employees to advocate.

~~Participation Marketing : Unleashing Employees to ...~~

Many try but most fail to successfully create engaged employee advocacy programs. Participation Marketing: Unleashing Employees To Participate and Become Brand Storytellers addresses the pieces of planning, buy-in, launching, proving ROI, and maintaining such programs, which most miss. Most employee advocacy programs fail due to lack of planning.

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Their fireside-chat conversation focused on how strong internal communication is the foundation for building a company culture where employees are motivated to become brand ambassadors. The author of “Participation Marketing: Unleashing Employees to Participate and Become Brand Storytellers,” Brito has literally written the book on advocacy. The webinar was an opportunity for Brito to outline the many ingredients to a successful program.